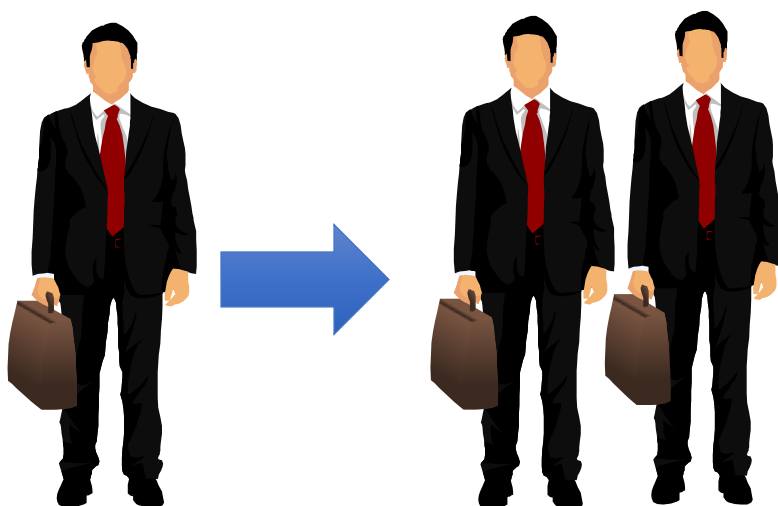


# Exhibit K

# Rollout plan: Two George Sinks

- Two George Sinks
  - 1. In the Background: “Behind the Scenes”
  - 2. Holiday
  - 3. Forthcoming Creative Executions: “I’m George Sink. Hey! I’m George Sink”



## “Behind the Scenes”



# Christmas/Holiday TV spots



- <https://www.youtube.com/watch?v=Zcs-HVzjveE&feature=youtu.be>
- Thanksgiving
- <https://youtu.be/DQQGLxJ3YyQ>
- Christmas
- <https://youtu.be/Zcs-HVzjveE>

## Christmas Card



*Season's Greetings*

*George, Jeannette, Alex, George Sink Jr., and everyone at George Sink, P.A. Injury Lawyers send you our very best wishes for this holiday season.*

*George*

## Two George Sinks

Open on GT, talking to camera. Reception Desk behind him

GT: I'm attorney George Sink. If you've been hurt in a car wreck ...

Pan camera shot wider from GT to see client sitting on couch. Client looks puzzled and says..." Hey! I thought he was George Sink!" pointing at Mr. Sink as he walks into frame

Client: Hey! I thought he was George Sink!

George Sink enters frame fully, client between him and GT. GS explains to client

GS: *I am and he is, too* *Attorney* He is! ~~I'm proud to say~~ there are now Two George Sinks serving injured people

GT speaks to GS, then to Camera

GT: Thanks, Dad. George Sink Injury Lawyers has over 40 attorneys to serve you

Client jumps in to speak

Client: ...including Two George Sinks!

GS on camera

GS: If you've been hurt on the highway

GT on Camera

GT: call 999-9999

Client to Camera

Client: That's all 9s!

GS: I'm attorney George Sink

GS on camera

GT: and I'm attorney George Sink

GS: George Sink Injury Lawyers...

Client: With Two George Sinks

GS, GT, Client on screen

GT: ....is here to serve you. Just call all 9s!

| Two George Sinks  |   |
|---|---|
| Open on GT, talking to camera. Reception Desk behind him  | GT: I'm attorney George Sink. If you've been hurt in a car wreck ...  |
| Pan camera shot wider from GT to see client sitting on couch. Client looks puzzled and says..."Hey! I thought <u>he</u> was George Sink!" pointing at Mr. Sink as he walks into frame | Client: Hey! I thought <u>he</u> was George Sink!   |
| George Sink enters frame fully, client between him and GT. GS explains to client  | <i>I am + he is too!</i><br>GS: <b>He is! I'm proud to say there are now Two George Sinks serving South Carolina</b> <i>injured people.</i> |
| GT speaks to GS, then to Camera   | GT: Thanks, Dad. George Sink Injury Lawyers has over 40 attorneys to serve you  |
| Client jumps in to speak  | Client: ...including Two George Sinks!  |
| GS on camera  | GS: <b>If you've been hurt on the highway</b>   |
| GT on Camera  | GT: <b>call 999-9999</b>  |
| Client to Camera  | Client: That's all 9s!  |
|   | GS: <b>I'm attorney George Sink</b>   |
| GS on camera  | GT: <b>and I'm attorney George Sink</b>   |
|   | GS: <b>George Sink Injury Lawyers...</b>  |
|   | Client: With Two George Sinks   |
| GS, GT, Client on screen  | GT: <b>....is here to serve you. Just call all 9s!</b>  |















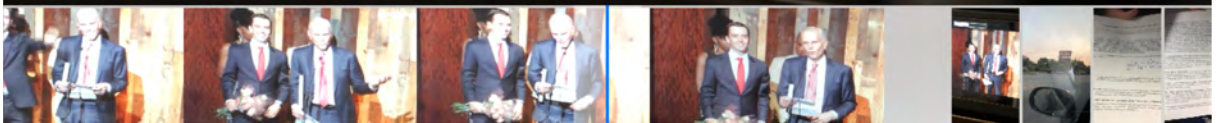






# North Charleston

May 13, 2018 7:37 PM





**George  
Sink, P.A.**  
INJURY LAWYERS



**CONGRATULATIONS TO EMILY TORCHINA**  
**THE 2017 JEFFERSON AWARDS**  
**CHARLESTON REPRESENTATIVE**